

# Apple Hires New President From Pepsi

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In a surprise move, Apple Computer Inc. on Friday reached outside the high-technology world to tap John Sculley, president of Pepsi-Cola Co., as its new president and chief executive.

Sculley, 44, succeeds A.C. Markkula Jr., who continues as a director. An Apple spokesman said that Markkula, 41, initiated the search for his successor. In a telephone interview, Markkula said he wants to "do what I do best: Focus my attention on our long-term strategic planning."

Apple made the decision to look outside the computer industry because "We felt that we should not limit ourselves to executives who had been involved in technology," Markkula said.

## **Not a Contract**

He said no contract will be negotiated with Sculley because "We don't believe in contracts." However, he said Sculley will receive an annual \$1 million salary, as well as a stock option and an "up-front bonus."

One beverage industry analyst said the bonus is believed to be \$2 million.

Sculley could not be reached for comment late Friday. But analyst Jesse Myers, publisher of the *Beverage Digest*, said Sculley "is regarded as *the* marketing guy in the industry." Myers speculated that Sculley chose to leave the beverage

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industry after 16 years because "he's done it."

PepsiCo Inc., Pepsi-Cola's parent company, said Friday that it plans to reorganize its soft-drink marketing and bottling companies into a single worldwide beverage group following Sculley's departure.

Victor A. Bonomo was named as PepsiCo's executive vice president, beverages worldwide. In addition, the Purchase, N.Y.-based conglomerate, named Roger Enrico as the new president and chief executive of Pepsi-Cola USA, and Robert H. Beeby, president and chief executive of Pepsi-Cola International, according to PepsiCo spokesman Joseph Block.

Block noted that Sculley was in charge of Pepsi-Cola's domestic affairs, and had no responsibility for the foreign operations which triggered an internal investigation last year after the parent company discovered that some foreign managers, mainly in Mexico and the Philippines, were inflating sales and overstating profits.